



**VOTE SAFE**  
CALIFORNIA

A CALIFORNIA SECRETARY OF STATE CAMPAIGN

# **Vote Safe California**

## **General Election Social Media Toolkit**

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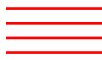
# **30 Day Countdown**

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IMAGE DOWNLOADS**



**ALEX PADILLA**  
California Secretary of State

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# INTRODUCTION



With the November 3rd Election drawing near, we'll be regularly updating this social media toolkit and redistributing at every major benchmark. We want to be sure every Californian has the information they need to vote come November 3rd and trust in the process. We rely on partners like you to make that possible.

In the pages below, we outline key messages for the following 10 days. We work to give priority to topics at relevant times. For example, we'll want to push out registration related graphics heavily ahead of the deadline, before shifting gears fully towards voting related graphics. That said, please feel free to use any and all graphics in the **General Election Social Toolkit** as needed.

Any support will help ensure widespread awareness about our elections, and promote trust in the process and the outcome during these turbulent times. Thank you and please let us know if you have any questions!



# DIRECTIONS



1. Visit today's date.
2. We provide graphics and messaging optimized for each platform, or you can use the same across all platforms.
3. Plan to post the content (image and text) across each platform at the same time.
4. Alternatively, the Secretary of State's Office will be posting content daily as well, so you can repost from our account (handles below).
5. Post the content (image and text) across each platform at the same time.
6. As needed, visit the **General Election Toolkit** for a full collection of social content to use as needed.



**@CASOSvote**



**@californiasos\_**



**www.facebook/CaliforniaSOS**

Days Until the Election: 30

# SUNDAY, OCTOBER 4: 30 DAY COUNTDOWN



[DOWNLOAD HERE](#)

## Instagram

Ballots are on the way! October 5 is the last day that counties have to begin mailing ballots. Keep an eye out for your ballot  
#VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Twitter

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#VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Facebook

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#VoteSafeCA #VoteCalifornia

Days Until the Election: 29

# MONDAY, OCTOBER 5: ALL BALLOTS MAILED



[DOWNLOAD HERE](#)

## Instagram

All ballots will be mailed by county elections officials no later than today. Make sure you look for your ballot in the mail over the next 10 days and make a #PlanToVote. Once you receive your ballot, you can complete it, sign it, date it & return it! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Twitter

All ballots will be mailed by county elections officials no later than today. Make sure you look for your ballot in the mail over the next 10 days and make a #PlanToVote. Once you receive your ballot, you can complete it, sign it, date it & return it! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

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Days Until the Election: 28

# TUESDAY, OCTOBER 6: ELECTION SECURITY



DOWNLOAD HERE

## Instagram

All vote-by-mail ballots come with return envelopes that have pre-paid, first class postage and a unique barcode that you can track with "Where's My Ballot?!". Have confidence in your vote & sign up at [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Twitter

All vote-by-mail ballots come with return envelopes that have pre-paid, first class postage and a unique barcode that you can track with "Where's My Ballot?!". Have confidence in your vote & sign up at [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Facebook

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Days Until the Election: 27

# WEDNESDAY, OCTOBER 7: REGISTER TO VOTE



DOWNLOAD HERE

## Instagram

Ballots have been sent to all active, registered CA voters. If you're not registered, it's not too late! You can register or update your registration easily online at <https://registertovote.ca.gov>. The last day to register to vote is October 19 #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Twitter

Ballots have been sent to all active, registered CA voters. If you're not registered, it's not too late! You can register or update your registration easily online at <https://registertovote.ca.gov>. The last day to register to vote is October 19 #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Facebook

Ballots have been sent to all active, registered CA voters. If you're not registered, it's not too late! You can register or update your registration easily online at <https://registertovote.ca.gov>. The last day to register to vote is October 19 #VoteSafeCA #VoteCalifornia



Days Until the Election: 26

# THURSDAY, OCTOBER 8: ELECTION SECURITY



[DOWNLOAD HERE](#)

## Instagram

When a ballot is received by county elections officials, the signature on the ballot return envelope is compared to the signature we have on file. If it doesn't match, you'll be contacted to resolve the issue! Track your ballot: [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov) #VoteSafeCA



[DOWNLOAD HERE](#)

## Twitter

When a ballot is received by county elections officials, the signature on the ballot return envelope is compared to the signature we have on file. If it doesn't match, you'll be contacted to resolve the issue! Track your ballot: [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov) #VoteSafeCA



[DOWNLOAD HERE](#)

## Facebook

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Days Until the Election: 25

# FRIDAY, OCTOBER 9: BALLOT ON THE WAY



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## Instagram

Ballots were mailed out by Oct 5. If you haven't received yours yet, don't worry! Ballots are making their way through the mail system, so keep an eye out for your ballot, as they may take up to 10 days to make it to your mail box. #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Twitter

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[DOWNLOAD HERE](#)

## Facebook

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Days Until the Election: 24

# SATURDAY, OCTOBER 10: COVID-19



[DOWNLOAD HERE](#)

## Instagram

This year, polling places and vote centers will look a little different. Poll workers will be equipped with PPE, masks will be encouraged, and distancing will be required. Make sure you're ready and have a #PlanToVote! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Twitter

This year, polling places and vote centers will look a little different. Poll workers will be equipped with PPE, masks will be encouraged, and distancing will be required. Make sure you're ready and have a #PlanToVote! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Facebook

This year, polling places and vote centers will look a little different. Poll workers will be equipped with PPE, masks will be encouraged, and distancing will be required. Make sure you're ready and have a #PlanToVote! #VoteSafeCA #VoteCalifornia

Days Until the Election: 23

# SUNDAY, OCTOBER 11: "WHERE'S MY BALLOT?"



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## Instagram

Did you know that you can now track your vote-by-mail ballot? Every registered voter in CA can sign up for "Where's My Ballot?" to get notifications by text, voice call, or email. Sign up today: [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Twitter

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DOWNLOAD HERE

## Facebook

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Days Until the Election: 22

# MONDAY, OCTOBER 12: 1 WEEK TO REGISTER!



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## Instagram

There is 1 week left to register to vote! The last day to register to vote easily online is October 19. Register now at [RegisterToVote.ca.gov](https://RegisterToVote.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Twitter

There is 1 week left to register to vote! The last day to register to vote easily online is October 19. Register now at [RegisterToVote.ca.gov](https://RegisterToVote.ca.gov) #VoteSafeCA #VoteCalifornia



DOWNLOAD HERE

## Facebook

There is 1 week left to register to vote! The last day to register to vote easily online is October 19. Register now at [RegisterToVote.ca.gov](https://RegisterToVote.ca.gov) #VoteSafeCA #VoteCalifornia

Days Until the Election: 21

# TUESDAY, OCTOBER 13: VERIFY REGISTRATION



[DOWNLOAD HERE](#)

## Instagram

All active, registered voters have been sent a vote-by-mail ballot. If you haven't received yours yet, make sure your voter status is up to date at [VoterStatus.sos.ca.gov](https://VoterStatus.sos.ca.gov) or call your County! #VoteSafeCA #VoteCalifornia



[DOWNLOAD HERE](#)

## Twitter

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[DOWNLOAD HERE](#)

## Facebook

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